YRO Operations Workgroup  
Minutes from January 29, 2003 Meeting

Present: Glasmire, Barrick, Trigales, Blake, Norton, G. Self, Favila, Ramos, Hall

Absent: Dear (excused), Feliciano, Perez, Entrican

Guests: Geri Welch, Kevin Wilhelm

CASPER Logo

Glasmire introduced Geri Welch and Kevin Wilhelm from the Publication and Design staff to discuss the CASPER logo development. Welch noted that logo design usually takes several months and we were trying to do it in a few weeks. Wilhelm presented some examples of recognizable logos and some specific characteristics of logos (i.e., identity vs. image). Welch and Wilhelm indicated that the way a logo is typically recognized is via a connection with a marketing campaign or experiences of consumers that connect the logo with the organization it represents as opposed to the logo literally depicting the products or services of the organization. Welch and Wilhelm asked for feedback from the group on what images or identity we would like the CASPER logo to present.

Hall suggested that it should be an image that represents registration. Glasmire suggested that it might be difficult to identify an image that represents registration, but that the logo in combination with the “Invitation to Register” concept could provide the context for the logo. Glasmire noted that the only times the logo is used is with the Invitation to Register, Schedule Confirmation and CASPER worksheet in the Schedule of Classes. All are these in the “registration” context. Norton asked, “why CASPER?” Welch and others indicated that “CASPER” has been ingrained into the culture and is used by students, faculty, staff, counselors at community colleges, etc. when referring to registration. Glasmire suggested that when PeopleSoft is implemented we are likely to roll out an entirely new concept, so we should probably wait until then to get rid of “CASPER.”

Welch suggested that the logo we design could be an interim design that would eliminate the out-dated image in the current logo. She suggested using the text “CASPER” in some kind of a “frame” with the new CASPER translation to represent the expanded levels of self-service. We agreed that this approach was a good one and took another look at the four previous designs. We agreed that the font for the word CASPER should be tall and narrow as opposed to short and wide. Welch and Wilhelm agreed to take this concept and develop some new examples for the group to review at our next meeting (Feb 4). Glasmire indicated that we would either decide at the next meeting whether to choose one of the new designs to meet the summer invitation publication deadline or take more time to review and consider more options.

Summer 2003 Invitation to Register

Wilhelm shared the new proof reflecting the changes that we identified at our last meeting. We agreed to go forward with the design as presented. Glasmire and Wilhelm will check with Chiquita Aries regarding the paper stock, size and postage indicia before we proceed with the printing. If we settle on a new CASPER logo at our next meeting, this will be added to the address side of the card as well. NOTE: After taking one more look at the proof, I discovered that the web address at the top of the card was incorrect. The correct address is www.csus.edu/schedule/sum03/students/ and I notified Wilhelm to make the change.

Next Meeting

Next meeting is February 5, 1-2 PM in Lassen 3008.

Meeting adjourned at 1:55 PM.